

MEDIA PHOTO OPPORTUNITY

22.09.09

## THE SKY'S THE LIMIT FOR BLUE SEPTEMBER

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**WHAT** : Blue September Media Event “Boys and Their Toys”

A Hickory Developments crane will be hoisting a Blue September Hyundai iLoad van sky-high to raise awareness of Blue September on Wednesday, 23 September.

Tim Mathieson, Men’s Health Ambassador and partner of Julia Gillard, will MC the event that will be attended by Alison Peipers, Deputy Director of the Cancer Council Victoria’s Cancer Prevention Centre, over 100 on-site Hickory Development employees and representatives from Hyundai.

Supporting Cancer Council, Blue September is a national campaign aimed at raising awareness of the most common cancers causing death in men, and the lifestyle choices men can make to reduce their risk.

The “Boys and their Toys” event aims to promote the campaign’s Blue Friday on September 25, when all Australians are being called on to paint their face blue or wear something blue to show their support of men facing up to cancer.

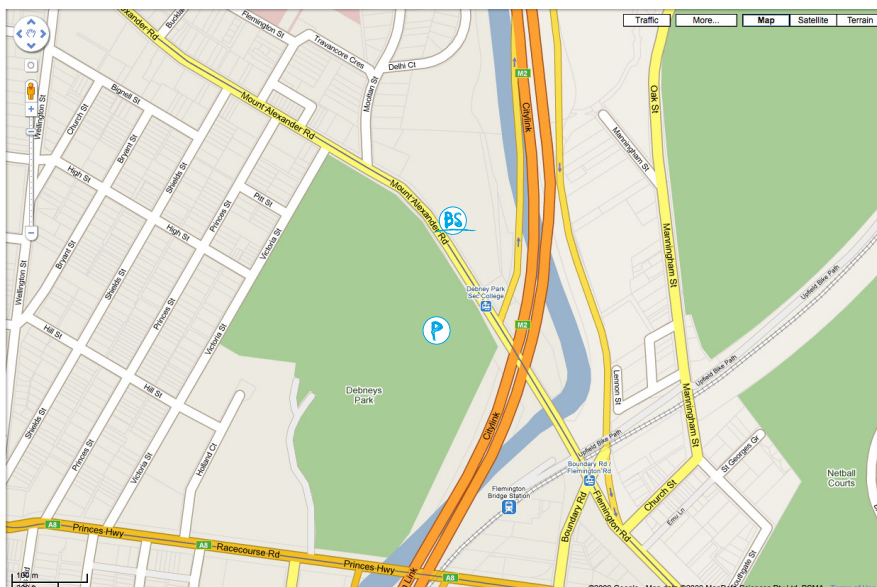
This media opportunity includes an informal breakfast, where Tim Mathieson and Cancer Council spokesperson Alison Peipers will be available for interviews.

**WHO** : Alison Peipers, Tim Mathieson and Blue September Sponsors

**WHERE** : 40-70 Mt Alexander Rd, Travancore (see map attached)

**WHEN** : 8.50am, Wednesday 23 September, 2009

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Hickory Site



Parking

# Blue September

MEN FACING UP TO CANCER

## BACKGROUND

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Blue September is specifically aimed at raising awareness of the most common cancers causing death in men: lung, prostate, bowel, pancreas and melanoma, and the lifestyle choices men can make to reduce their risk.

All the Blue September ambassadors, events and messages encourage men to commit to some key cancer-smart lifestyle choices:

- Quitting smoking or helping a mate quit smoking
- Being SunSmart
- Eating a healthy diet and maintaining a healthy weight
- Being physically active
- Reducing alcohol intake
- Having age-appropriate check-ups and screening tests at their GP

A number of dedicated events mark the lead up to Blue Friday on September 25, when the campaign calls on the public to show their support of men facing up to cancer by painting their face blue or wearing something blue.

Fact sheets, information and competitions for great prizes will all be found at [www.blueseptember.org](http://www.blueseptember.org).

For further information please contact Anita Kavanaugh on (03) 9912 6860 or 0434 926 524.

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